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QUESTION 1

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

A. Keyword opt in and SMS Messaging

B. Smart Capture and Triggered email messaging

C. CloudPages opt in to Event Journey

D. Existing Email Event Notification Subscription

Correct Answer: A

QUESTION 2

A customer wants to store financial data related to invoicing in its data extensions. What field type should be used?

A. Number

B. Currency

C. Float

D. Decimal

Correct Answer: D

QUESTION 3

Which two statements about a database of record are correct? Choose 2 answers:

A. A database of record is a centralized storage repository of data about objects or people

B. A database of record is any database that contains subscriber data

C. A database of record is system in which subscriber\\'s status is maintained

D. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber

Correct Answer: AC

QUESTION 4

Utilizing journey builder interactions for sending post-purchase communications to customers, what contact entry mode fits?

A. Re-entry anytime

B. Re-entry only after exit

C. No re-entry

Correct Answer: A

QUESTION 5

Northern Trail Outfitters has integrated their Marketing Cloud account with their Salesforce sandbox.

In what order should the steps be performed to refresh the sandbox in their integrated account?

A. Disconnect / Refresh / Reconnect / Authenticate / Synchronize

B. Refresh / Disconnect / Reconnect / Synchronize / Authenticate

C. Disconnect / Refresh / Reconnect / Synchronize / Authenticate

D. Refresh / Disconnect / Reconnect / Authenticate / Synchronize

Correct Answer: A

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